

ORDER



WKYC

Orders	Order / Rev:	704564
	Alt Order #:	
	Product Desc:	
	Estimate:	
	Flight Dates:	10/22/12 - 11/05/12
	Original Date / Rev:	08/06/12 / 08/29/12
	Order Type:	Political

Primary AE:
Sales Office:
Sales Region

Agency	Name:	Midwest Communications & Media/PC
	Buying Contact:	
	Billing Contact:	
		49 South Grant Ave.
		Columbus, OH 43215

Billing Type:
Billing Calendar:
Billing Cycle:
Agency Commission:

Advertiser	Name:	Republican Senate Campaign Committee
	Demographic:	A25-54
	Product Codes:	PL-State/Local
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru:
Order Separation:
Advertiser External ID
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	55	\$102,450.00	\$87,082.50
10/29/12	11/05/12	66	\$125,700.00	\$106,845.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$102,450.00	\$87,082.50	0.00
November 2012	66	\$125,700.00	\$106,845.00	0.00
Totals	121	\$228,150.00	\$193,927.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Start of Order End of Order 100%

Order Share

WKYC	35%	\$228,150.00
Market	100%	\$651,857.14

Competitive Share

CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	32%	\$208,594.29
WJW	29%	\$189,038.57
WOIO	4%	\$26,074.29
WUAB	0%	\$0.00

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 Flight Dates: 10/22/12 - 11/05/12

Advertiser: Republican Senate Campaign Committee
 Product Desc: WKYC
 Estimate: _____

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WKYC	10/22/12	11/05/12	M-F 5-6a	CM	5a-6a	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	11	\$7,150.00
Channel 3 News @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$650.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$650.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$650.00 0.00															
N 3	WKYC	10/22/12	11/05/12	M-F 6-7a	CM	6a-7a	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	11	\$22,000.00
Channel 3 News Today @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$2,000.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$2,000.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$2,000.00 0.00															
N 4	WKYC	10/22/12	11/05/12	M-F 7-9a Today Show	CM	7a-9a	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	11	\$22,000.00
Today Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$2,000.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$2,000.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$2,000.00 0.00															
N 5	WKYC	10/22/12	11/05/12	M-F 9-10a Today II	CM	9a-10a	MTWTF--	:30	5	\$600.00	P-2	0.00	NM	11	\$6,600.00
Today Show II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$600.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$600.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$600.00 0.00															
N 6	WKYC	10/22/12	11/05/12	Live On Lakeside	CM	11a-1230p	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	11	\$4,400.00
Live On Lakeside															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$400.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$400.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$400.00 0.00															
N 7	WKYC	10/22/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$700.00	P-3	0.00	NM	11	\$7,700.00
Dr. Phil															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$700.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$700.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$700.00 0.00															
N 8	WKYC	10/22/12	11/05/12	M-F 6-630p	CM	6p-630p	MTWTF--	:30	5	\$3,200.00	P-1	0.00	NM	11	\$35,200.00
Channel 3 News at 6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$3,200.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$3,200.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$3,200.00 0.00															
N 9	WKYC	10/22/12	11/05/12	M-F 730-8p	CM	730-8p	MTWTF--	:30	5	\$3,500.00	P-1	0.00	NM	11	\$38,500.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$3,500.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$3,500.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$3,500.00 0.00															
N 10	WKYC	10/22/12	11/05/12	Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$2,000.00	P-1	0.00	NM	11	\$22,000.00
Tonight Show															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 MTWTF-- 5 \$2,000.00 0.00															
Week: 10/29/12 11/04/12 MTWTF-- 5 \$2,000.00 0.00															
Week: 11/05/12 11/11/12 M- ----- 1 \$2,000.00 0.00															
N 11	WKYC	10/22/12	11/05/12	EN (M-Su)	CM	M-F 6-730pm/SS	-----SS	:30	2	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
Early News (M-Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12 10/28/12 -----SS 2 \$1,800.00 0.00															
Week: 10/29/12 11/04/12 -----SS 2 \$1,800.00 0.00															
Week: 11/05/12 11/11/12 -----SS 0 \$0.00 0.00															
N 12	WKYC	11/01/12	11/01/12		CM	10-11p	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00

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Estimate: _____

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Thu Prime C Rock Center															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12	11/04/12	---	T---		1	\$5,000.00									
N13	WKYC	10/22/12	11/05/12	Sat Prime A 8-9p	CM	8-9p									
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/22/12	10/28/12	---	S-		1	\$1,200.00									
Week: 10/29/12	11/04/12	---	S-		1	\$1,200.00									
Week: 11/05/12	11/11/12	---	---		0	\$0.00									
													Totals	121	\$228,150.00